



Black Country  
Chamber of  
Commerce

# Women in Leadership

## Black Country Women in Leadership

### Overview

Black Country Women in Leadership was established by Black Country Chamber of Commerce in May 2019 to support and celebrate women in senior leadership roles and to help inspire the next generation.

### Our Aims

The network provides a welcoming environment for Black Country women in business to:

- Raise the profile of, inspire and promote the achievements of regional women leaders and support the next generation.
- Meet, share, and discuss views, experiences, or concerns.
- Provide opportunities for peer networking and information sharing.
- Address inequalities and strive for parity within the region's business community.

### Our Work

We aim to deliver high-quality events each year that support the network's objectives and aims. We have engaged with a range of delegates since the launch of this project and continue to explore more ways of supporting and inspiring the region's current and future women leaders.

### Steering Group

The network is operated and developed by a voluntary steering group with administrative and operational support provided by the Black Country Chamber of Commerce.

The Steering Group oversees the running of the network and forms a governing body from within its membership. The Chair of the steering group we are happy to announce is Lucy Rook from BlackRook Academy Limited. Her role is to ensure that the network acts in accordance with its aims and objectives and will direct the activities of the network.

### Become a 2024 Partner

There are four partnership opportunities available at a rate of £3000, as part of being a partner you will form part of the steering group who will meet for the first time on Thursday 2nd May at 10:00am at the Black Country Chamber offices, guiding the events we run to support, inspire, and raise the profile of women within the Black Country.

As a partner you will also benefit from:

- An opportunity to speak as part of our discussion panel at our first event in June 2024.
- Dedicated social media posts via the Black Country Chamber channels announcing your support as a sponsor.
- Inclusion in a full-page Women in Leadership feature in the summer issue of Prosper.
- Your branding on our website and across all communications in relation to the Black Country Women in Leadership Network 2024 including email, social media, and press releases.

If you would like to become a partner for Black Country Women in Leadership 2024, please contact [events@blackcountrychamber.co.uk](mailto:events@blackcountrychamber.co.uk)



BUSINESS IS DONE BETTER TOGETHER

Our previous partners of the Women in Leadership Network 2023 were Balfour Beatty, Forresters, HSBC UK and Midlands Engine Investment Fund (MEIF).

The 2024/2025 events will take place in June, September, December, and March and will be open to all members.

## Engagement Statistics

- Since the beginning of 2023 our WIL newsletter engagements, with an audience size of 389 subscribers has provided:
  - Average open rate year to date 32% (above industry standard)
- Social media engagement (LinkedIn) has created:
  - Total Impressions for every WIL related post posted by the Chamber year to date 20,559
  - Total engagements for every WIL related post posted by the Chamber year to date 9616 (19% engagement rate)

## Press Coverage

### Quartet of new business partners

Black Country Women in Leadership, an initiative launched by the Black Country Chamber of Commerce in 2019, has announced it is to partner with banking giant HSBC, leading international infrastructure group Balfour Beatty, Midlands Engine Investment Fund and international leading patent and trademark attorneys Forresters, to profile the region's businesswomen and help inspire the next generation of female leaders and entrepreneurs.

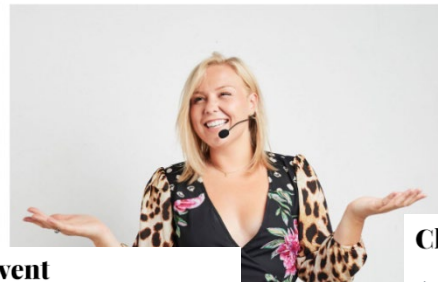
By **John Corser** | Published Dec 5, 2022



### Entrepreneur named speaker for International Women's Day

Black Country Women in Leadership has announced their final speaker for its International Women's Day event on March 8.

By **John Corser** | Published Feb 22, 2023



### Women in leadership event

Black Country Women in Leadership has its next meeting in Brierley Hill on October 10

By **John Corser** | Published Aug 10, 2023

Nicky Lowe, founder and chief executive of The Luminate Group will speak on "success without sacrifice" about progressing your career without sacrificing your wellbeing.

The meeting, which also marks World Mental Health Day, runs from 1pm to 4pm at the offices of law firm Higgs at Waterfront Business Park.

### Black Country Women in Leadership announce first 2023 event

The Black Country Chamber of Commerce has announced the first Black Country Women in Leadership event of 2023.

By **John Corser** | Published Dec 13, 2022

It will start at 12 noon on Friday, January 20 at the West Bromwich Albion's Hawthorns ground, following last week's announcement that the Chamber's Women in Leadership initiative, first launched in 2019, will partner with banking

giant HSBC UK, Midlands Engine Investment Fund and international leading patent and trademark attorneys Forresters, to profile the region's businesswomen and help inspire the

### Successful Black Country Women in Leadership event kicks the year off

Business leaders from across the region gathered on Friday, January 20 for the first event of the year organised by Black Country Women in Leadership, an initiative spearheaded by the Black Country Chamber of Commerce.

By **John Corser** | Published Jan 23, 2023 | Last updated Jan 24, 2023



### Chamber's Ascot event

The Black Country Chamber of Commerce is inviting the region's businesswomen to don their fabulous frocks, hats and fascinators and spend the afternoon with Black Country Women in Leadership for Royal Ascot Ladies Day.

By **John Corser** | Published Apr 21, 2023

The first racing event for the chamber's Women in Leadership initiative – an afternoon of fun, food and networking – will be held at the Fairlawns Hotel and Spa in Aldridge on Thursday, June 22.

A Pimm's reception will take place from 1.30pm in the gardens, followed by live coverage of Ascot Ladies Day over afternoon tea in the newly refurbished Willow and Orchard Room.



## Events held in 2023

<p>January Meeting 20<sup>th</sup> January</p>	<p>A 90-minute panel event involving WIL business partners and introducing our new CEO, Sarah Moorhouse with lunch.</p> <p>95 attendees</p>
<p>IWD Event March 8<sup>th</sup> March</p>	<p>Reputation Matters - an engaging event with ITV's Dr Tru Powell which was aimed at female entrepreneurs, women in business and senior professionals at Higgs LLP head office.</p> <p>Speaker covered....</p> <ul style="list-style-type: none"> <li>• Building and managing reputation</li> <li>• Controlling your own PR</li> <li>• How to effectively use social media to build publicity and personal brand</li> <li>• Public Speaking</li> </ul> <p>75 attendees</p>
<p>Summer Event 22<sup>nd</sup> June</p>	<p>Ascot Ladies Day event in Walsall at the Fairlawns Hotel</p> <p>80 attendees</p>
<p>Autumn Event 10<sup>th</sup> October</p>	<p>'Success Without Sacrifice - How to Progress in Your Career Without Sacrificing Your Wellbeing Along the Way,' with Global Leadership Wellbeing Solutions® practitioner, Nicky Lowe</p> <p>Raising money for Black Country Mental Health on World Mental Health Day.</p> <p>70 attendees</p>

